

HOUSE JOINT RESOLUTION 336
By McDonald

A RESOLUTION To honor and commend the good people of Purity Dairies on the occasion of their 75th anniversary.

WHEREAS, It is fitting that this General Assembly should pause to salute those organizations that, through their extraordinary efforts, have improved the quality of life for the citizens of the State of Tennessee; and

WHEREAS, Purity Dairies is one such estimable organization, which has served the citizens of Tennessee for 75 years, then with various and sundry high-quality dairy products; and

WHEREAS, In 1926, Miles Ezell started Ezell's Dairy by renting a milk operation from Dr. C.N. Cowden; however, the following year, Dr. Cowden had to sell his cows, so Mr. Ezell rented a 200-acre farm on Edmondson Pike, bought a few dozen cows on credit, and traded his 1922 Ford Coupe for a new delivery truck; and

WHEREAS, Finding success with his new operation, Miles Ezell moved Ezell's Dairy to several locations over the next sixteen years, surviving and, even flourishing during the

Depression, when he expanded from a single small delivery route to three delivery routes, even though his truck was repossessed three times; and

WHEREAS, In 1940, he shifted to a farm adjacent to the Metro Airport and had to relocate again in 1945 when the land was condemned to meet wartime needs; from 1941 to 1945, one-third of the Ezell Dairy employees went off to serve in World War II; and

WHEREAS, Although Mr. Ezell feared yet another relocation would destroy his business, moving the Dairy proved to be a blessing in disguise; as a small business displaced due to the war effort, Ezell's Dairy was eligible for government-backed loans; with the \$60,000 loan he received from the government, Miles Ezell built the first section of the modern dairy plant that now stands at 360 Murfreesboro Road and changed the name to Purity Dairies; and

WHEREAS, In 1946, Purity Dairies was incorporated after merging with the Gasser Brothers' Rosebank Dairy; and

WHEREAS, Because of Mr. Ezell's meticulous specifications about the quality of his dairy products, Purity became a trailblazer in the adoption of numerous innovations, which would later be copied by Purity's competitors; and

WHEREAS, Innovations which kept Purity at the forefront of the dairy industry were refrigerated tanks on all dairy farms; vacuum pasteurization, which kept the "onion" flavor out of milk; non-wax milk cartons; and the yellow plastic jug; and

WHEREAS, In the 1960s, Purity entered the mass media advertising market and made itself a household name; and

WHEREAS, Today, Purity is the sole remaining dairy in Davidson County of the more than 200 dairies that were licensed in 1925 and is still a family-run business dedicated to the principles of Miles Ezell; and

WHEREAS, Even though other dairies in the area abandoned the practice of home delivery long ago, Purity still brings its fresh products to the doorstep of its customers; and

WHEREAS, Now employing over 500 people and posting over \$100 million in sales, Purity now serves Tennessee, Alabama, and Kentucky with more than 100 different products; from low-fat items for the health conscious to premium ice creams, Purity proudly produces something for everyone; and

WHEREAS, Even after Mr. Ezell's death in 1994 at age 89, Purity has remained dedicated to nurturing and following its founder's original pledge: "Don't just meet the highest quality standards, exceed them in every possible way"; the mission under which all the members of the Purity family still operate today; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED SECOND GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we commend the good people of Purity Dairies upon the celebration of their 75th anniversary, honor them for the admirable quality of their institution, thank them for the quality service and excellent products they have produced for the past seventy-five years, and wish them success in all future endeavors.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.